

## **ARIZONA HISTORICAL ADVISORY COMMISSION**

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July 23, 2009

### **MINUTES**

The Arizona Historical Advisory Commission (AHAC) met at **11:00 a.m. on July 23<sup>rd</sup>, 2009** at 1700 W. Washington St., in the Director's Conference Room of the Arizona State Library, Archives and Public Records, Phoenix, AZ 85007. *(Full transcript available on request).*

### **CALL TO ORDER**

Mr. Allvin called the meeting to order at 11:10am.

### **INTRODUCTIONS/ANNOUNCEMENTS**

#### **Members Present**

Paul Allvin

Associate Vice President of  
Communications  
University of Arizona

GladysAnn Wells, Director  
Arizona State Library  
Archives & Public Records

Catherine May  
Sr. Historic Analyst/Archivist  
Salt River Project

Juliana Yoder, Citizen  
Public Member

The Honorable Ken Bennett  
Secretary of State

James Garrison  
State Historic Preservation Officer  
Arizona State Parks

Michele Crank, Citizen  
Public Member

Jean Calhoun, Director  
Land & Water Conservation  
The Nature Conservancy

Lisa Heidinger, Citizen  
Public Member

Pam Stevenson on behalf of  
Attorney General Terry Goddard

Dora Vasquez, Citizen  
Public Member

Scott Cancelosi, Citizen  
Public Member

Anne Woosley, Executive Director  
Arizona Historical Society

Karen Churchard on behalf of  
Sherry Henry  
Office of Tourism Director

Cari Gerchick on behalf of  
Chief Justice Ruth V. McGregor

Robert Booker, Executive Director  
Arizona Commission on the Arts

Ann Dutton Ewbank, President  
Arizona Library Association

John Langellier, Director  
Sharlott Hall Museum

Carol Warren on behalf of  
Superintendent Tom Horne  
Arizona Department of Education

Beth Grindell, Director  
Arizona State Museum

### **Members Absent**

Jay Ziemann on behalf of  
Director Renee Bahl  
Arizona State Parks

Don Ryden  
Ryden Architects

### **Guests**

Scott Baxter  
100 Years 100 Ranchers

Mike Campbell  
100 Years 100 Ranchers

Shayna Muckerheide

### **APPROVAL OF MINUTES**

Mr. Allvin asked if there were any corrections to the minutes from the May 28<sup>th</sup> meeting of the Arizona Historical Advisory Commission.

Ms. May noted that the word statute was misspelled on page 6 and on page 2 the word I should be changed to she.

**A MOTION WAS MADE BY CATHERINE MAY AND SECONDED BY JOHN LANGELLIER TO APPROVE THE CORRECTED MINUTES OF THE MAY MEETING. MOTION CARRIED.**

### **CHAIRMAN'S REVIEW**

Mr. Allvin showed Commission members of a photograph taken at the launch of the official Centennial logo.

The Commission had contacted member agencies that have grant making capabilities offering \$3,000 to support Legacy Projects and new Centennial works. The funds were to be distributed after a written proposal was received from the interested agency detailing how the funds were to be spent, and an understanding that notice would be given to the Commission after the funds were dispersed explaining all expenditures. The

Humanities Council has been approved and the Commission of the Arts had just submitted their proposal.

Ms. Calhoun noted that the Nature Conservancy had similarly responded explaining that her particular agency could not accept funds. However, she recommended other entities that can accept funds and who could support Centennial development.

The Commission has heard from a group of quilters who are interested in creating a Arizona Centennial album quilt for the state. Mr. Allvin asked if the state archives would be able to display and store the quilt.

## **INFORMATION ITEMS**

### *Legislative Update*

Secretary Bennett announced that Senate Bill 1091 had been passed by Governor Brewer. One part of the bill brought the State Library, Archives and Public Records under the office of the Secretary of State. Previously, the Library had been a legislative agency. There are 17-19 other states with a similar structure. The Secretary of State's office was pleased to welcome the Library and Archives to its office.

Ms. Wells told members that House Bill 2245 was not passed into law. The bill would have changed the structure of the Commission and would have created a paid position of Executive Director.

A formal letter from Governor Brewer concurring with the joint House and Senate resolution was sent requesting a change of statue in the Capitol's Statuary Hall, from Mr. Greenway to Mr. Goldwater. The Commission thanked Representative Driggs for his assistance. The Library of Congress will now consider the request.

### *AZCC Meeting*

Mr. Allvin discussed action taken by the Centennial Commission at their most recent meeting; the official logo was unveiled and a series of performances by the Mormon Tabernacle Choir was announced as the first official Centennial event.

Ms. Heidinger discussed a meeting arranged by Karen Churchard during a Tourism event discussing new historical projects that could be initiated. There was discussion of having an event or project in conjunction with New Mexico since both states' Centennial are close together.

Mr. Allvin added that an Executive Committee has been created and will be holding a meeting soon. He is a member of the Committee as the chair of AHAC.

Ms. Wells asked if the Commission's approved Legacy Projects will need to be reapproved by the Centennial Commission to be considered official Legacy Projects. She

felt that the applicants undergo a formal procedure that could be accepted by the AZCC without further steps required from the projects.

Secretary Bennett thought that the Centennial Commission would accept the existing Legacy Projects without additional approval, but suggested sending a formal letter to the Commission to ensure that all parties are in agreement.

Mr. Allvin agreed that the Centennial Commission would likely accept the current application process. He recommended that the Legacy Projects be referred to as Centennial Legacy Projects.

Ms. Vasquez asked if Governor Napolitano's Executive Order established different responsibilities for the two Commissions, where AHAC is responsible for Legacy Projects.

Secretary Bennett and Ms. Woosley agreed that AHAC is responsible for the Legacy Projects and noted that there will be crossover between Legacy Projects and events. The AZCC will be developing a master calendar for all Centennial related events that will include Legacy Project events or celebrations.

Mr. Allvin agreed that Legacy Projects are the responsibility of AHAC and that information will continue to be shared between the Commissions.

#### *Google Map of Legacy Projects*

Ms. May said that CCHA has been developing a Google map that displays Legacy Projects; it could be added to the AHAC website as a new feature. A downside is that the display may not be user friendly for those interested in learning more about Centennial Legacy Projects.

### **NEW BUSINESS**

#### **2009 Work Plan**

##### *Communication and Outreach*

Mr. Allvin said work on a communications plan for the Commission continues to be developed, particularly concerning the website. Ms. Wells noted that the Commission website can serve as a historical record of Centennial preparations, including legislation and executive orders. The Arizona Centennial Commission website is designed for easy public access. There must be information sharing between the two sites. An outreach strategy is important.

A media and web strategy has been developed for outreach and as an information resource respectively. A first step is to interact with the approved Legacy Projects for a state wide snap shot of Centennial activity.

Ms. May is a part of a sub-committee that has been contacting approved Legacy Projects. The group has made progress; standardized questions have been established to ensure relevant information was obtained from projects. Some media feedback and status information have been submitted. She thought a full report on the status of all the Legacy Projects would be ready for the next AHAC meeting.

Mr. Allvin thought a link could be formed between Centennial Legacy Projects and the Google Map. Presenting stories from the projects to the public would be a strong next step in Centennial promotion. He discussed the utility of a media kit to provide resources for the Legacy Projects to tell their own stories.

Mr. Allvin asked about creating a symposium where Centennial Legacy Project organizers could present on progress and the experience of being a Centennial Legacy Project at an event such as Statehood Day or the CCHA annual conference.

Ms. May noted that Centennial presentations and outreach can go to a variety of events held by a variety of organizations. This may bring additional exposure and interest.

Ms. Wells proposed the creation of a traveling exhibit with Legacy Project stories and media. A traveling exhibit for the release of the state quarter had relatively low costs has been seen by approximately 700,000 people. The quarter exhibit went to libraries, post offices, city halls, the Veterans of Foreign War, and chambers of commerce. An exhibit for the Centennial could include projects and events and be sent to a wide array of locales.

Ms. Wells, Ms. Woosley, Mr. Langellier, and Ms. Grindell decided to discuss funding for a traveling exhibit and its design.

Ms. Heidinger said that she currently has a contractor who works with design and so the group may be able to utilize his services.

### *Centennial Logo*

**A MOTION WAS MADE BY CATHERINE MAY AND SECONDED BY ROBERT BOOKER TO USE THE OFFICIAL CENTENNIAL LOGO UNVEILED BY THE ARIZONA CENTENNIAL COMMISSION AND LEGACY PROJECTS WILL BE REFERRED TO AS CENTENNIAL LEGACY PROJECTS .**

Mr. Allvin suggested that since the official Centennial logo has been unveiled, AHAC should consider adopting the logo to reduce confusion of having multiple logos in circulation.

Ms. Stevenson added that the AHAC logo was technically letterhead and not a legal logo.

Ms. Calhoun asked if the Commission has a logo separate from Centennial related activities that members would like to keep in use. She agreed a single Centennial logo would be beneficial.

Mr. Allvin answered that AHAC has been using the logo obtained from the letterhead, but that this logo was not the same as the State of Arizona Centennial logo.

Ms. Wells noted that the original logo was given to Legacy Projects because it was the only available image. She was concerned projects would be confused if told that there was a new logo.

Ms. May said now that the new logo had been officially announced, the Commission must move forward.

Mr. Allvin thought that Centennial Legacy Projects would want to be associated with the official logo for outreach and exposure.

Mr. Bennett proposed an amendment to the motion to reference Legacy Projects as Centennial Legacy Projects. The amendment was accepted.

Ms. Stevenson suggested a tag line could be included on the logo stating "Official Centennial Legacy Project" for Centennial Legacy Project use.

Mr. Allvin said he would discuss adding the tag line with Ms. Churchard.

Ms. Heidinger said there has been discussion of creating a specialized county hat or pin, and was curious about the guidelines surrounding making such items that may utilize the logo. She will keep the Commission updated on further discussion in this area. Currently there have not been color guidelines released.

**MOTION CARRIED.**

### *Regional Projects*

Ms. Calhoun updated Commission members on further action taken concerning Regional Centennial Legacy Projects. A sub committee had been formed and the group developed and presented criteria for regional projects to AHAC. The intent was to increase resource sharing and participation in rural areas Arizona, as well as increased interaction with the tribes and other entities in the state. Ms. Calhoun was encouraged by members of the Centennial Commission to forward Regional projects to the Centennial Commission.

Ms. Yoder noted the regional category of Centennial Legacy Projects has been incorporated into the application and evaluation by the Programs Committee. She was unclear what the Arizona Centennial Commission would do with Regional projects that the AHAC does not already do.

Ms. Calhoun replied that the AZCC may wish to form a subcommittee to provide networking for regional entities. This may allow Centennial work to continue on after the celebrations are completed.

Ms. Heidinger said that she will be traveling around the state as the chair of the Outreach Committee of the AZCC and would be happy to speak to regional entities and distribute information from AHAC to begin a dialogue.

Mr. Allvin summarized: the AZCC would help with outreach and information sharing concerning regional projects and projects would still be submitted to the Programs Subcommittee on AHAC.

Ms. Calhoun, Jim Garrison, Catherine May and other members attended a meeting with the Arizona Project Council. Ms. Calhoun said there was some interest and recommended a follow up meeting.

### *Diversity*

Mr. Allvin stressed the importance on the presence of diversity in Centennial related organizations, particularly regarding the presence of people with a strong role in the development of the state. He wanted to make sure that diverse groups were included.

Ms. Heidinger noted diversity had already arisen in a conversation during one of her meetings with the mayor of Flagstaff, and she had had said that the Commission agrees with those concerns and want to actively widen representation at the table.

Ms. Vasquez said this concern may not accurately reflect the AZCC; representatives from many cultural communities were invited to participate. The problem may be that invitations do not necessarily lead to attendance. A diversity report will be prepared for the next AHAC meeting.

Ms. Calhoun hoped that by continuing outreach to Regional Centennial Legacy Projects, more cultural communities may become involved in Centennial preparations.

### **Legacy Project Recommendations**

Ms. Yoder presented the recommendations of the Programs Committee resulting from two meetings. The following projects were presented for approval: Teaching Arizona History with a Geographical Perspective Resubmission, Historic Springerville School, Canalscape, The Past Meets the Future Resubmission, the Arizona Story, and 100 Years of Arizona Press Women. The Programs Committee wished to request additional information from the projects One Hundred Years One Hundred Ranchers and the Historical Markers Project.

**A MOTION WAS MADE BY JULIANA YODER AND SECONDED BY TO APPROVE TEACHING ARIZONA WITH A GEOGRAPHIC PERSPECTIVE, HISTORIC SPRINGERVILLE SCHOOL,**

CANALSCAPE, THE PAST MEETS THE FUTURE, THE ARIZONA STORY, AND 100 YEARS OF ARIZONA PRESS WOMEN AS CENTENNIAL LEGACY PROJECTS AND TO REQUEST ADDITIONAL INFORMATION FROM ONE HUNDRED YEARS ONE HUNDRED RANCHERS AND THE HISTORICAL MARKERS PROJECT.

Ms. Vasquez noted two additional recommendations than were on the agenda and asked if those projects can be approved.

Ms. Yoder answered that she had the two additional projects were review by the Programs Committee after Ms. Musgrave had left on vacation and so had not been added.

**MOTION CARRIED.**

**A MOTION WAS MADE BY JIM GARRISON AND SECONDED BY JEAN CALHOUN TO FORWARD THE REGIONAL CENTENNIAL LEGACY PROJECT CRITERIA TO THE ARIZONA CENTENNIAL COMMISSION FOR USE IN MARKETING. MOTION CARRIED.**

Ms. Wells asked member to not use the budget totals calculated on the summary list of approved Centennial Legacy Projects when speaking to the amount of funds committed to the Centennial due to the fact that several projects have been operating for multiple years and only the initial investment is reported. She asked that all funds committed to individual projects are included to display the accurate amount of Centennial Legacy Project funds.

### **Treasurer's Report**

Ms. Wells presented the Treasurer's Report to members. The report includes the Commission's expenses, investments, and operating costs to date. Statutory members contribute \$999 annually to the operating fund of the Commission. She reminded members that some funds are currently committed to be dispersed to interested Centennial Legacy Projects and member agencies. Ms. Wells said that spending is closely monitored so that funds are available through 2012.

Ms. May asked if funds will extend through the Centennial.

Ms. Wells answered that funds should last if the Commission spends carefully. If there are funds needed from the Commission for the traveling exhibit, it will be discussed at the next meeting. Ms. Musgrave will be working a few extra hours over the rest of the summer and her salary will increase slightly; this is temporary and will allow her to do more work on behalf of the Centennial.

Ms. May asked about the \$5,000 from the Community Foundation in account 2115.

Ms. Wells answered that this was the initial \$5,000 that Mr. Driggs raised to get Commission operations started several years before.

Ms. May asked for a recap of what had been decided on concerning the quarters and their availability for disbursement to Centennial Legacy Projects.

Ms. Wells said the Commission had approved a motion to give funds and quarters to active Centennial Legacy Projects for outreach and fundraising. Amounts of quarters and funds would be determined with a sliding scale. Some of the folios have a higher net worth and those folios are to be reserved for the Commission's future use. A final determination of how many quarters will be available for each project will come after there is information known about active and interested projects. The quarters will be distributed by members or have locations where projects can pick up the quarters, since currency cannot be delivered in the mail.

### **FUTURE MEETING DATE**

Thursday, September 24<sup>th</sup>, 2009

11am-1pm

Director's Conference Room, Arizona State Library and Archives

### **FUTURE MEETING AGENDA ITEMS/COMMISSION COMMENTS**

Mr. Garrison told members that Arizona State Parks has a new Director, Renee Bahl. He will bring an update on the Centennial work State Parks has been developing since the transition in leadership at the next meeting.

Ms. Stevenson is a member of the Arizona Press Women and thanked the Commission for approving their application Centennial Legacy Project status. The group is determining which women will be referenced in the book. She also belongs to the Arizona Quilters Centennial Project; the group is looking into having a Centennial edition of the Grand Endeavors Quilters book printed and is considering applying to become a Centennial Legacy Project.

Ms. Wells said that the Library and Archives may not host Convocation in the same way in the upcoming year as the one hosted this March. The Arizona at 75 edition is progressing and will be available for distribution, though not for sale.

### **ADJOURNMENT**

The meeting was adjourned at 12:30pm.

#### ***Meeting Handouts***

*Meeting Minutes March 26, 2009*

*Arizona Historical Advisory Commission Treasurer's Report*

*Legacy Project Recommendations*

*Approved Legacy Projects*